

THE CLAIMED INVENTION IS:

Sub C' 1. A method for performing, on a computer system having one or more processors, perception management using a plurality of visual representations stored in a database, the one or more processors and the database being coupled to the computer system, the representations including one or more particular visual representations as well as one or more other visual representations, each visual representation embodying cues, whereupon viewing by humans, these related cues send signals that influence human behavior by synergistically triggering desired perceptions, the method comprising:

outputting from the computer system to a user one or more of the particular visual representations on an output device coupled to the computer system;

receiving from the user classification information for the one or more outputted particular visual representations using an input device coupled to the one or more processors in the computer system; and

storing the classification information received from the user for the one or more outputted particular visual representations in the database;

wherein, by cross-referencing through access to the database the received classification information for one or more of the outputted particular visual representations with the classification information for one or more of the other visual representations, the received classification information for one or more of the plurality of visual representations is distilled in order to identify the related cues that influence human behavior.

2. The method of claim 1, wherein:

the received classification information for one or more of the outputted particular visual representations is distilled in order to identify the related cues from any one of one or more of the plurality of visual representations; and

5 the distilled cues relate to any determined one or more of the plurality of
6 visual representations, including one or more of the particular visual representations or
7 one or more of the other visual representations.

1 3. The method of claim 2, wherein:
2 the received classification information for one or more of the outputted
3 particular visual representations includes classification information of one or more
4 elements of the outputted particular visual representations; and
5 the distilled cues relate to any determined one or more of the elements
6 within one or more of the plurality of visual representations.

1 4. The method of claim 1, further comprising inputting a database of a plurality of
2 selected particular visual representations whereby, the selected particular visual
3 representations can be altered as desired by the user.

1 5. The method of claim 4, wherein the database of the selected particular visual
2 representations is created by the user.

1 6. The method of claim 4, wherein the database of the selected particular visual
2 representations is inputted from such a database created by a third party.

1 7. The method of claim 1, wherein each visual representation in the database is
2 associated with an agent that identifies relationships between one or more of the
3 particular visual representations and one or more of the other visual representations stored
4 in the database.

1 8. The method of claim 1, wherein:
2 the classification information for one or more of the outputted particular
3 visual representations comprises ratings; and,

4 the system processes the ratings in order to determine an average rating for
5 each outputted particular visual representation.

1 9. The method of claim 1, wherein:

2 the classification information for one or more of the outputted particular
3 visual representations comprises ratings; and

4 the system processes the ratings in order to identify a ranking of one or
5 more of the outputted particular visual representations.

1 10. The method of claim 1, comprising capturing responses from the user related to
2 one or more of the outputted particular visual representations.

1 11. The method of claim 10, wherein the response comprises a description of at least
2 one of the one or more outputted particular visual representations in relation to the
3 desired perception.

1 12. The method of claim 10, wherein the response comprises:

2 a rationale for ranking a set of one or more outputted particular visual
3 representations against a specific desired perception and any one of its opposite; and

4 a description of an emotion of the user when viewing one or more of the
5 outputted particular visual representations.

1 13. The method of claim 1, comprising capturing responses from a third party related
2 to one or more of the outputted particular visual representations.

1 14. The method of claim 1, further comprising:

2 processing the received classification information for the one or more
3 outputted particular visual representations;

4 outputting from the computer system an initial desired perception;

1 19. A method for performing, on a plurality of computer terminals coupled via a
2 network of computer systems having one or more processors, perception management
3 using a plurality of visual representations stored in a database, the one or more processors
4 and the database being coupled to the network of computer systems, the representations
5 including one or more particular visual representations as well as one or more other visual
6 representations, each visual representation embodying cues, whereupon viewing by
7 humans, these related cues send signals that influence human behavior by synergistically
8 triggering desired perceptions, the method comprising:

9 outputting from the network of computer systems to one or more users one
10 or more of the particular visual representations on one or more output devices coupled to
11 one or more of the computer terminals coupled to the network of computer systems;

12 receiving from the one or more users classification information for the one
13 or more outputted particular visual representations using one or more input devices
14 coupled to the one or more terminals on the network of computer systems; and

15 storing the classification information received from the one or more users
16 for the one or more outputted particular visual representations in the database coupled to
17 the network of computer systems;

18 wherein, by cross-referencing through access to the database the received
19 classification information for one or more of the outputted particular visual
20 representations with the classification information for one or more of the other visual
21 representations, the received classification information for one or more of the plurality of
22 visual representations is distilled in order to identify the related cues that influence human
23 behavior.

1 20. The method of claim 19, wherein:

2 the received classification information for one or more of the outputted
3 particular visual representations is distilled in order to identify the related cues from any
4 one of one or more of the plurality of visual representations; and

5 the distilled cues relate to any determined one or more of the plurality of
6 visual representations, including one or more of the particular visual representations or
7 one or more of the other visual representations.

1 21. The method of claim 20, wherein:
2 the received classification information for one or more of the outputted
3 particular visual representations includes classification information of one or more
4 elements of the outputted particular visual representations; and
5 the distilled cues relate to any determined one or more of the elements
6 within one or more of the plurality of visual representations.

1 22. The method of claim 19, further comprising inputting a database of a plurality of
2 selected particular visual representations whereby, the selected particular visual
3 representations can be altered as desired by one or more of the users.

1 23. The method of claim 22, wherein the database of the selected particular visual
2 representations is created by one or more of the users.

1 24. The method of claim 22, wherein the database of the selected particular visual
2 representations is inputted from such a database created by a third party.

1 25. The method of claim 19, wherein each visual representation in the database is
2 associated with an agent that identifies relationships between one or more of the
3 particular visual representations and one or more of the other visual representations stored
4 in the database.

1 26. The method of claim 19, wherein:
2 the classification information for one or more of the outputted particular
3 visual representations comprises ratings; and,

4 the system processes the ratings in order to determine an average rating for
5 each outputted particular visual representation.

1 27. The method of claim 19, wherein:

2 the classification information for one or more of the outputted particular
3 visual representations comprises ratings; and

4 the system processes the ratings in order to identify a ranking of one or
5 more of the outputted particular visual representations.

1 28. The method of claim 19, comprising capturing responses from the one or more
2 users related to one or more of the outputted particular visual representations.

1 29. The method of claim 28, wherein the response comprises a description of at least
2 one of the one or more outputted particular visual representations in relation to the
3 desired perception.

1 30. The method of claim 28, wherein the response comprises:

2 a rationale for ranking a set of one or more outputted particular visual
3 representations against a specific desired perception and any one of its opposite; and

4 a description of an emotion of the user when viewing one or more of the
5 outputted particular visual representations.

1 31. The method of claim 19, comprising capturing responses from a third party
2 related to one or more of the outputted particular visual representations.

1 32. The method of claim 19, further comprising:

2 processing the received classification information for the one or more
3 outputted particular visual representations;

4 outputting from the terminals coupled to the network of computer systems
5 an initial desired perception;
6 outputting from the terminals coupled to the network of computer systems
7 different visual representations to be chosen by one or more users as the best
8 representative samples that reinforce that desired perception; and
9 collecting observations by the one or more users and rationale for ranking
10 of the choices.

1 33. The method of claim 32, further comprising refining the desired perception to
2 represent a more clearly focused desired perception that also shares a clear consensus of
3 understanding.

1 34. The method of claim 19, further comprising:
2 creating a set of visual concepts that leverage the cues identified from the
3 one or more of the outputted particular visual representations;
4 outputting from the network of computer systems a perceptual map on the
5 one or more terminals coupled to network of computer systems; and
6 enabling the user to place each of the set of visual concepts on the
7 perceptual map.

1 35. The method of claim 34, further comprising:
2 analyzing the placement of the visual concepts on the perceptual map; and
3 organizing the visual concepts on the perceptual map based on the
4 analysis.

1 36. An apparatus for performing perception management, comprising:
2 a computer system having one or more processors and a data storage
3 system including one or more data storage devices coupled thereto, wherein the data
4 storage system stores a database containing a plurality of visual representations, the one
5 or more processors and the database being coupled to the computer system, the
6 representations including one or more particular visual representations as well as one or
7 more other visual representations, each visual representation embodying cues, whereupon
8 viewing by humans, these related cues send signals that influence human behavior by
9 synergistically triggering desired perceptions; and
10 one or more computer programs, operable to run on the computer system,
11 for outputting from the computer system to a user one or more of the particular visual
12 representations on an output device coupled to the computer system, receiving from the
13 user classification information for the one or more outputted particular visual
14 representations using an input device coupled to the one or more processors in the
15 computer system, and storing the classification information received from the user for the
16 one or more outputted particular visual representations in the database;
17 wherein, by cross-referencing through access to the database the received
18 classification information for one or more of the outputted particular visual
19 representations with the classification information for one or more of the other visual
20 representations, the received classification information for one or more of the plurality of
21 visual representations is distilled in order to identify the related cues that influence human
22 behavior.

1 37. The apparatus of claim 36, wherein:
2 the received classification information for one or more of the outputted
3 particular visual representations is distilled in order to identify the related cues from any
4 one of one or more of the plurality of visual representations; and

5 the distilled cues relate to any determined one or more of the plurality of
6 visual representations, including one or more of the particular visual representations or
7 one or more of the other visual representations.

1 38. The apparatus of claim 37, wherein:

2 the received classification information for one or more of the outputted
3 particular visual representations includes classification information of one or more
4 elements of the outputted particular visual representations; and

5 the distilled cues relate to any determined one or more of the elements
6 within one or more of the plurality of visual representations.

1 39. The apparatus of claim 36, further comprising means for inputting a database of a
2 plurality of selected particular visual representations whereby, the selected particular
3 visual representations can be altered as desired by the user.

1 40. The apparatus of claim 39, wherein the database of the selected particular visual
2 representations is created by the user.

1 41. The apparatus of claim 39, wherein the database of the selected particular visual
2 representations is inputted from such a database created by a third party.

1 42. The apparatus of claim 36, wherein each visual representation in the database is
2 associated with an agent that identifies relationships between one or more of the
3 particular visual representations and one or more of the other visual representations stored
4 in the database.

1 43. The apparatus of claim 36, wherein:

2 the classification information for one or more of the outputted particular
3 visual representations comprises ratings; and,

4 the system processes the ratings in order to determine an average rating for
5 each outputted particular visual representation.

1 44. The apparatus of claim 36, wherein:
2 the classification information for one or more of the outputted particular
3 visual representations comprises ratings; and
4 the system processes the ratings in order to identify a ranking of one or
5 more of the outputted particular visual representations.

1 45. The apparatus of claim 36, comprising means for capturing responses from the
2 user related to one or more of the outputted particular visual representations.

1 46. The apparatus of claim 45, wherein the response comprises a description of at
2 least one of the one or more outputted particular visual representations in relation to the
3 desired perception.

1 47. The apparatus of claim 45, wherein the response comprises:
2 a rationale for ranking a set of one or more outputted particular visual
3 representations against a specific desired perception and any one of its opposite; and
4 a description of an emotion of the user when viewing one or more of the
5 outputted particular visual representations.

1 48. The apparatus of claim 36, comprising means for capturing responses from a third
2 party related to one or more of the outputted particular visual representations.

1 49. The apparatus of claim 36, further comprising:
2 means for processing the received classification information for the one or
3 more outputted particular visual representations;

4 means for outputting from the computer system an initial desired
5 perception;
6 means for outputting from the computer system different visual
7 representations to be chosen by one or more users as the best representative samples that
8 reinforce that desired perception; and
9 means for collecting user observations and rationale for ranking of the
10 choices.

1 50. The apparatus of claim 49, further comprising refining the desired perception to
2 represent a more clearly focused desired perception that also shares a clear consensus of
3 understanding.

1 51. The apparatus of claim 36, further comprising:
2 means for creating a set of visual concepts that leverage the cues identified
3 from the one or more of the outputted particular visual representations;
4 means for outputting from the computer system a perceptual map on the
5 output device; and
6 means for enabling the user to place each of the set of visual concepts on
7 the perceptual map.

1 52. The apparatus of claim 51, further comprising:
2 means for analyzing the placement of the visual concepts on the perceptual
3 map; and
4 means for organizing the visual concepts on the perceptual map based on
5 the analysis.

1 53. The apparatus of claim 36, further comprising means for connecting the computer
2 system to a plurality of terminals via a network, wherein the step of receiving the
3 classification information further comprises the step of receiving the classification

- 4 information for one or more of the outputted particular visual representations from at
- 5 least one user at each of the computer terminals.

1 54. An apparatus for performing perception management, comprising:
2 a network of computer systems having one or more processors and at least
3 one data storage system including one or more data storage devices coupled thereto,
4 wherein the data storage system stores a database containing a plurality of visual
5 representations, the one or more processors being coupled to each of the computer
6 systems and the database being coupled to the network of computer systems, the
7 representations including one or more particular visual representations as well as one or
8 more other visual representations, each visual representation embodying cues, whereupon
9 viewing by humans, these related cues send signals that influence human behavior by
10 synergistically triggering desired perceptions; and
11 one or more computer programs, operable to run on one or more of the
12 computer systems, for outputting from the network of computer systems to one or more
13 users one or more of the particular visual representations on one or more output devices
14 coupled to the network of computer systems, receiving from the one or more users
15 classification information for the one or more outputted particular visual representations
16 using one or more input devices coupled to the network of computer systems, and storing
17 the classification information received from the one or more users for the one or more
18 outputted particular visual representations in the database coupled to the network of
19 computer systems;
20 wherein, by cross-referencing through access to the database the received
21 classification information for one or more of the outputted particular visual
22 representations with the classification information for one or more of the other visual
23 representations, the received classification information for one or more of the plurality of
24 visual representations is distilled in order to identify the related cues that influence human
25 behavior.

1 55. The apparatus of claim 54, wherein:

2 the received classification information for one or more of the outputted
3 particular visual representations is distilled in order to identify the related cues from any
4 one of one or more of the plurality of visual representations; and
5 the distilled cues relate to any determined one or more of the plurality of
6 visual representations, including one or more of the particular visual representations or
7 one or more of the other visual representations.

1 56. The apparatus of claim 55, wherein:

2 the received classification information for one or more of the outputted
3 particular visual representations includes classification information of one or more
4 elements of the outputted particular visual representations; and
5 the distilled cues relate to any determined one or more of the elements
6 within one or more of the plurality of visual representations.

1 57. The apparatus of claim 54, further comprising means for inputting a database of a
2 plurality of selected particular visual representations whereby the selected particular
3 visual representations can be altered as desired by the one or more users.

1 58. The apparatus of claim 57, wherein the database of the selected particular visual
2 representations is created by the one or more users.

1 59. The apparatus of claim 57, wherein the database of the selected particular visual
2 representations is inputted from such a database created by a third party.

1 60. The apparatus of claim 54, wherein each visual representation in the database is
2 associated with an agent that identifies relationships between one or more of the
3 particular visual representations and one or more of the other visual representations stored
4 in the database.

1 67. The apparatus of claim 54, further comprising:
2 means for processing the received classification information for the one or
3 more outputted particular visual representations;
4 means for outputting from the computer system an initial desired
5 perception;
6 means for outputting from the computer system different visual
7 representations to be chosen by one or more users as the best representative samples that
8 reinforce that desired perception; and
9 means for collecting one or more users observations and rationale for
10 ranking of the choices.

1 68. The apparatus of claim 67, further comprising refining the desired perception to
2 represent a more clearly focused desired perception that also shares a clear consensus of
3 understanding.

1 69. The apparatus of claim 54, further comprising:
2 means for creating a set of visual concepts that leverage the cues identified
3 from the one or more of the outputted particular visual representations;
4 means for outputting from the computer system a perceptual map on the
5 output device; and
6 means for enabling the one or more users to place each of the set of visual
7 concepts on the perceptual map.

1 70. The apparatus of claim 69, further comprising:
2 means for analyzing the placement of the visual concepts on the perceptual
3 map; and
4 means for organizing the visual concepts on the perceptual map based on
5 the analysis.

1 71. An article of manufacture comprising a computer program carrier readable by a
2 computer system having one or more processors and embodying one or more instructions
3 executable by the computer system to perform a method for performing, on a computer
4 system having one or more processors, perception management using a plurality of visual
5 representations stored in a database, the one or more processors and the database being
6 coupled to the computer system, the representations including one or more particular
7 visual representations as well as one or more other visual representations, each visual
8 representation embodying cues, whereupon viewing by humans, these related cues send
9 signals that influence human behavior by synergistically triggering desired perceptions,
10 the method comprising:

11 outputting from the computer system to a user one or more of the
12 particular visual representations on an output device coupled to the computer system;

13 receiving from the user classification information for the one or more
14 outputted particular visual representations using an input device coupled to the one or
15 more processors in the computer system; and

16 storing the classification information received from the user for the one or
17 more outputted particular visual representations in the database;

18 wherein, by cross-referencing through access to the database the received
19 classification information for one or more of the outputted particular visual
20 representations with the classification information for one or more of the other visual
21 representations, the received classification information for one or more of the plurality of
22 visual representations is distilled in order to identify the related cues that influence human
23 behavior.

1 72. The article of manufacture method of claim 71, wherein:

2 the received classification information for one or more of the outputted
3 particular visual representations is distilled in order to identify the related cues from any
4 one of one or more of the plurality of visual representations; and

5 the distilled cues relate to any determined one or more of the plurality of
6 visual representations, including one or more of the particular visual representations or
7 one or more of the other visual representations.

1 73. The article of manufacture of claim 72, wherein:

2 the received classification information for one or more of the outputted
3 particular visual representations includes classification information of one or more
4 elements of the outputted particular visual representations; and

5 the distilled cues relate to any determined one or more of the elements
6 within one or more of the plurality of visual representations.

1 74. The article of manufacture of claim 71, further comprising inputting a database of
2 a plurality of selected particular visual representations whereby the selected particular
3 visual representations can be altered as desired by the user.

1 75. The article of manufacture of claim 74, wherein the database of the selected
2 particular visual representations is created by the user.

1 76. The article of manufacture of claim 74, wherein the database of the selected
2 particular visual representations is inputted from such a database created by a third party.

1 77. The article of manufacture of claim 71, wherein each visual representation in the
2 database is associated with an agent that identifies relationships between one or more of
3 the particular visual representations and one or more of the other visual representations
4 stored in the database.

1 78. The article of manufacture of claim 71, wherein:

2 the classification information for one or more of the outputted particular
3 visual representations comprises ratings; and,

5 outputting from the computer system different visual representations to be
6 chosen by one or more users as the best representative samples that reinforce that desired
7 perception; and
8 collecting user observations and rationale for ranking of the choices.

1 85. The article of manufacture of claim 84, further comprising refining the desired
2 perception to represent a more clearly focused desired perception that also shares a clear
3 consensus of understanding.

1 86. The article of manufacture of claim 71, further comprising:
2 creating a set of visual concepts that leverage the cues identified from the
3 one or more of the outputted particular visual representations;
4 outputting from the computer system a perceptual map on the output
5 device; and
6 enabling the user to place each of the set of visual concepts on the
7 perceptual map.

1 87. The article of manufacture of claim 86, further comprising:
2 analyzing the placement of the visual concepts on the perceptual map; and
3 organizing the visual concepts on the perceptual map based on the
4 analysis.

1 88. The article of manufacture of claim 71, further comprising connecting the
2 computer system to a plurality of terminals via a network, wherein the step of receiving
3 the classification information further comprises the step of receiving the classification
4 information for one or more of the outputted particular visual representations from at
5 least one user at each of the computer terminals.

1 89. An article of manufacture comprising a computer program carrier readable by one
2 or more computer systems having one or more processors among a plurality of computer
3 systems having one or more processors coupled via a network and embodying one or
4 more instructions executable by the one or more computer systems to perform a method
5 for performing, on a plurality of computer systems coupled via a network of computer
6 systems having one or more processors, perception management using a plurality of
7 visual representations stored in a database, the one or more processors and the database
8 being coupled to the network of computer systems, the representations including one or
9 more particular visual representations as well as one or more other visual representations,
10 each visual representation embodying cues, whereupon viewing by humans, these related
11 cues send signals that influence human behavior by synergistically triggering desired
12 perceptions, the method comprising:

13 outputting from the network of computer systems to one or more users one
14 or more of the particular visual representations on one or more output devices coupled to
15 one or more of the computer terminals coupled to the network of computer systems;

16 receiving from the one or more users classification information for the one
17 or more outputted particular visual representations using an input device coupled to the
18 one or more terminals on the network of computer systems; and

19 storing the classification information received from the one or more users
20 for the one or more outputted particular visual representations in the database coupled to
21 the network of computer systems;

22 wherein, by cross-referencing through access to the database the received
23 classification information for one or more of the outputted particular visual
24 representations with the classification information for one or more of the other visual
25 representations, the received classification information for one or more of the plurality of
26 visual representations is distilled in order to identify the related cues that influence human
27 behavior.

1 90. The article of manufacture method of claim 89, wherein:

2 the received classification information for one or more of the outputted
3 particular visual representations is distilled in order to identify the related cues from any
4 one of one or more of the plurality of visual representations; and

5 the distilled cues relate to any determined one or more of the plurality of
6 visual representations, including one or more of the particular visual representations or
7 one or more of the other visual representations.

1 91. The article of manufacture of claim 90, wherein:

2 the received classification information for one or more of the outputted
3 particular visual representations includes classification information of one or more
4 elements of the outputted particular visual representations; and

5 the distilled cues relate to any determined one or more of the elements
6 within one or more of the plurality of visual representations.

1 92. The article of manufacture of claim 89, further comprising inputting a database of
2 a plurality of selected particular visual representations whereby the selected particular
3 visual representations can be altered as desired by the one or more users.

1 93. The article of manufacture of claim 92, wherein the database of the selected
2 particular visual representations is created by the one or more users.

1 94. The article of manufacture of claim 92, wherein the database of the selected
2 particular visual representations is inputted from such a database created by a third party.

1 95. The article of manufacture of claim 89, wherein each visual representation in the
2 database is associated with an agent that identifies relationships between one or more of

3 the particular visual representations and one or more of the other visual representations
4 stored in the database.

1 96. The article of manufacture of claim 89, wherein:
2 the classification information for one or more of the outputted particular
3 visual representations comprises ratings; and,
4 the system processes the ratings in order to determine an average rating for
5 each outputted particular visual representation.

1 97. The article of manufacture of claim 89, wherein:
2 the classification information for one or more of the outputted particular
3 visual representations comprises ratings; and
4 the system processes the ratings in order to identify a ranking of one or
5 more of the outputted particular visual representations.

1 98. The article of manufacture of claim 89, comprising capturing responses from the
2 one or more users related to one or more of the outputted particular visual
3 representations.

1 99. The article of manufacture of claim 98, wherein the response comprises a
2 description of at least one of the one or more outputted particular visual representations in
3 relation to the desired perception.

1 100. The article of manufacture of claim 98, wherein the response comprises:
2 a rationale for ranking a set of one or more outputted particular visual
3 representations against a specific desired perception and any one of its opposite; and
4 a description of an emotion of the one or more users when viewing one or
5 more of the outputted particular visual representations.

1 101. The article of manufacture of claim 89, comprising capturing responses from a
2 third party related to one or more of the outputted particular visual representations.

1 102. The article of manufacture of claim 89, further comprising:
2 processing the received classification information for the one or more
3 outputted particular visual representations;
4 outputting from the computer system an initial desired perception;
5 outputting from the computer system different visual representations to be
6 chosen by one or more users as the best representative samples that reinforce that desired
7 perception; and
8 collecting one or more users observations and rationale for ranking of the
9 choices.

1 103. The article of manufacture of claim 102, further comprising refining the desired
2 perception to represent a more clearly focused desired perception that also shares a clear
3 consensus of understanding.

1 104. The article of manufacture of claim 89, further comprising:
2 creating a set of visual concepts that leverage the cues identified from the
3 one or more of the outputted particular visual representations;
4 outputting from the computer system a perceptual map on the output
5 device; and
6 enabling the one or more users to place each of the set of visual concepts
7 on the perceptual map.

1 105. The article of manufacture of claim 104, further comprising:
2 analyzing the placement of the visual concepts on the perceptual map; and

3 organizing the visual concepts on the perceptual map based on the
4 analysis.

1 106. The article of manufacture of claim 89, further comprising connecting the
2 computer system to a plurality of terminals via a network, wherein the step of receiving
3 the classification information further comprises the step of receiving the classification
4 information for one or more of the outputted particular visual representations from at
5 least one of the one or more users at each of the computer terminals.